

### **EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Frank Agovino (Reg. No. 27,416) on 12/16/09.

The application has been amended as follows:

delete paragraph 38 (on p. 14) of the specification;  
delete pages 31 – 49 (paragraphs 78 – 99 including heading "APPENDIX A") of the specification.

### **REASONS FOR ALLOWANCE**

1. The following is an examiner's statement of reasons for allowance:

The prior art of record does not specifically disclose or remotely suggest

With regard to independent claim 1:

extracting request information from the received notifications request, said request information including at least a content provider identifier, a user identifier to identify the user, and a plurality of topic identifiers, each said topic identifier being associated with a corresponding relative uniform resource locator (URL), wherein the relative URL is relative to the web domain of the content provider, such that **the web**

**domain of the content provider and the relative URL indicate an absolute URL in the form “//<web domain of content provider><relative URL>”, wherein said corresponding relative URL corresponds to one or more topics;**

executing the selected notification management function **based on the extracted request information for each of the plurality of topic identifiers**; and sending a response object to the content provider via HTTP, **said response object being structured according to the extensible messaging framework**, said response object **containing information relating to either success or failure for the executed selected notification management function including the performed function for each of the plurality of topic identifiers.**

With regard to independent claims 14 and 32:

querying a messaging service based on the user identifier and based on the presence of a user profile in the user profile store corresponding to each of the user identifiers of the requests for additional routing data for the delivery of notifications, **said additional routing data including an opt-out status**;

determining routing information for a notification **based on the profile information and based on the additional routing data for each user identifier**; and creating a subscription for the users corresponding to the topic identifiers by executing the selected notification management function **based on the extracted request information**, wherein the selected notification management function is **related to the management of subscriptions** associated with the content provider

corresponding to the content provider identifier of the request and **wherein the subscription for the user includes the determined routing information corresponding to the user.**

With regard to independent claim 24:

a computer-readable storage medium storing computer-executable instructions to be executed on the computing device to extract request information from the plurality of notifications requests, said request information including a content provider identifier, a user identifier to identify the user, and a topic identifier associated with the notifications request, said topic identifier being associated with a corresponding relative uniform resource locator (URL), wherein the relative URL is relative to the web domain of the content provider, such that **the web domain of the content provider and the relative URL indicate an absolute URL in the form “//<web domain of content provider><relative URL>”, wherein said corresponding relative URL corresponds to one or more topics, and to perform the selected notification management function based on the extracted request information, wherein the selected notification management function is related to the management of subscriptions associated with the content provider corresponding to the content provider identifier and the topic identifier.**

With regard to independent claim 37:

provide the extensible messaging framework to the content providers to create requests, said requests when structured according to the messaging framework each specify a selected notification management function and contain request information, said request information for each of the requests including a content provider identifier and a plurality of topic identifiers associated therewith, each said topic identifier being associated with a corresponding relative uniform resource locator (URL), wherein **the relative URL is relative to the web domain of the content provider, such that the web domain of the content provider and the relative URL indicate an absolute URL in the form “//<web domain of content provider><relative URL>”, wherein said corresponding relative URL corresponds to one or more topics;**

extract the request information for each of the requests, **said request information including a content provider identifier, a topic identifier, and a user identifier associated with the request, said user identifier identifying the user;**

perform the selected notification management function **based on the extracted request information;** and

**create a response object** in response to said received request, said response object each being structured according to the messaging framework and **containing information relating to either success or failure of the performed notification management functions for each of the plurality of topic identifiers.**

In addition, Examiner points to the arguments of Applicant's representative (Applicant's Arguments/Remarks on 10/26/09; pp. 12 – 27).

2. These limitations, in conjunction with the other limitations in the independent claims, are not specifically disclosed or remotely suggested in the prior art of record.

A review of claims 1, 3, 5 – 7, 9 – 14, 17 – 20, 22 – 24, 26 – 28, 30 – 35, 37, and 40, in view of the Examiner's arguments above, indicates that claims 1, 3, 5 – 7, 9 – 14, 17 – 20, 22 – 24, 26 – 28, 30 – 35, 37, and 40 are allowable over the prior art of record.

3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kenneth R. Coulter whose telephone number is 571 272-3879. The examiner can normally be reached on M - F, 7:30 am - 4 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nathan J. Flynn can be reached on 571 272-1915. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Kenneth R Coulter/  
Primary Examiner, Art Unit 2454

/KRC/